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**A PROFILE OF THE
FRENCH PAINT INDUSTRY**

Publication: July 2005

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Despite the appearance of maturity, the French paint and coatings market has much potential in key sectors such as building paints and DIY. Recent devolution by the French government has spawned **increased investment in construction projects**, while the combination of a preference for home ownership and **increased frequency of redecoration** – often using **mid-range and premium finishes** – drive the market towards **high-value applications**. **French carmakers are also performing strongly** in Western Europe with good growth in an essentially flat Western European market

These facts are some of the early findings of IRL's latest title, *A Profile of the French Paint Industry*, which contains information on the following topics:

- Paint production
- Paint imports and exports
- Paint consumption and per capita use
- Market splits by paint type/end use
- Information on paint producers
- Trends in end-user industries
- Market forecasts and growth rates

The report will include a five-year market forecast based on estimates of the various paint sector sizes for the year 2004 to 2009. Fuller information on the planned contents of the report is given on the right.

Research for this title has included a comprehensive programme of desk research, a review of all available published sources and interviews with senior industry executives. Interviews for this title have been conducted by a native French speaker - between April and June 2005.

This report will serve as a valuable tool to strategic planners, business analysts and marketing managers involved in the manufacture, distribution and marketing of paints and coatings and their raw materials.

CONTENTS

1. Introduction

2. Executive Summary

3. Background

- Economic and demographic data
- Climatic data
- The French chemical industry
- Raw material suppliers, importers and distributors

4. The French Paint Industry

- Structure of the industry
- Mergers and acquisitions review
- Investments review
- Profiles/mini-profiles of French paint companies (approximately 50 in all)
- The multinational dimension of the French paint industry

5. Production, Trade & Consumption

- Official statistics for paint production
- Foreign trade in paints and coatings
- Consumption and per capita consumption data

6. French Paint Market Data

- Market information, covering **architectural paints, automotive OEM coatings and refinishes, wood finishes, coatings for plastics, powder coatings, protective coatings, marine paints and coil coatings**

7. End-User Industries

- Statistics on and for the construction and housing markets, automotive industry, white goods, shipbuilding

8. Market Forecasts 2004 – 2009

- Market projections for all major sectors

9. Directory of Paint Manufacturers

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